DOCUMENT RESUME

ED 322 920 IR 053 238

AUTHOR Penchansky, Mimi B., Comp.
TITLE Marketing Your Library: Outreach, Public Relations. An Annotated Selective Bibliography on the Theme of the ARLIS/SLA Conference (New York City, New York, April 28, 1990).
PUB DATE 28 Apr 90
NOTE 32p.
AVAILABLE FROM Queens College Library, 65-30 Kissena Boulevard, Flushing, NY 11367, Attn: Mimi B. Penchansky ($5.00).
PUB TYPE Reference Materials - Bibliographies (131)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Annotated Bibliographies; *Community Involvement; Financial Support; Institutional Advancement; Library Administration; Library Services; *Marketing; Newsletters; Outreach Programs; Program Descriptions; *Publicity; *Public Relations; *Special Libraries

ABSTRACT

This annotated bibliography on public relations and libraries includes sources published primarily within the last decade, with the exception of a few key works published in earlier years. Arranged in topical sections, most of the sources originate from the library and information science literature; however, a few sources are included from the literatures of marketing, nonprofit organizations, and computer technology. Though the focus is on special libraries, the majority of the sources are also applicable to public, academic and research, and school library situations. Both U.S. and foreign monographs and periodicals are represented. Some of the annotations were derived from those available in various online databases and existing bibliographies if they were considered to be sufficiently descriptive of the item listed. Following a brief introduction and the agenda for a joint conference of the New York Chapters of the Art Libraries Society and the Special Libraries Association (Museums, Arts, and Humanities Division), the bibliography opens with a section on the philosophical and theoretical background of marketing and public relations, featuring 26 sources. Other topics covered include: (1) Practical Applications of Marketing--"How-To" (32 references); (2) John Cotton Dana Library Public Relations Award Winners (10 references); (3) Marketing the New Technologies (8 references); (4) Bibliographies (3 references); and (5) Library Marketing Newsletters (5 references). An author index is provided and a brief addendum lists six additional works. (SD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED322920

APRIL 28, 1990

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

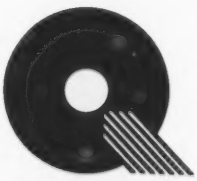
MARKETING YOUR LIBRARY OUTREACH PUBLIC RELATIONS

An Annotated Selective Bibliography
On the Theme of the ARLIS/SLA Conference

MARKETING YOUR LIBRARY:
OUTREACH,
PUBLIC RELATIONS

Compiled by:

Mimi B. Penchansky, Queens College Library



BENJAMIN S. ROSENTHAL LIBRARY
QUEENS COLLEGE
CITY UNIVERSITY OF NEW YORK
1990

Conference organizers gratefully acknowledge grants received from

Special Libraries Association

Art Libraries Society/North America

OPL Resources, Inc.

Gossage Regan Associates, Inc.

EBSCO Subscription Services

Ocker & Trapp Library Bindery, Inc.

University Products, Inc.

INTRODUCTION

How do libraries and librarians relate to their public--library users, the wider community, governing and funding bodies, and the media? This bibliography is offered to provide information sources for those attending the conference MARKETING YOUR LIBRARY: OUTREACH, PUBLIC RELATIONS, sponsored jointly by the New York Chapter of the Art Libraries Society and the New York Chapter of the Special Libraries Association, Museum, Arts and Humanities Division, at the Benjamin S. Rosenthal Library, Queens College.

The bibliography includes a selection of the most current sources (those published within the last decade) with the exception of a few key works published in earlier years.

Some of the abstracts in this bibliography were derived from those available in various online databases amd existing bibliographies if the compiler considered them sufficiently descriptive of the item listed.

THE ART LIBRARIES SOCIETY/NEW YORK CHAPTER
and
SPECIAL LIBRARIES ASSOCIATION/NEW YORK CHAPTER
MUSEUMS, ARTS AND HUMANITIES DIVISION

PRESENT

MARKETING YOUR LIBRARY: OUTREACH, PUBLIC RELATIONS

PROGRAM

9:30 REGISTRATION/COFFEE

10:00 GREETINGS

Shirley Strum Kenny, President
Queens College, City University of New York

OPENING REMARKS

Evangelos John Gizis, Vice President for College Affairs,
Planning and Information Systems
Queens College, City University of New York

10:15 SPEAKERS

Ann Talcott
Information Marketing Specialist

Sue Fontaine, Director of Public Relations
The Queens Borough Public Library

11:45 LUNCH

1:15 **PANEL**

Andrew Berner, Moderator
Director, The University Club, New York
Co-editor, One Person Library

May Castleberry, Librarian
The Whitney Museum of American Art

Joe Demma, Brooklyn/Queens Editor
New York Newsday

Melanie Dodson, Head of Information and Data Services
New York University Libraries

Sharon LaRosa, Marketing/Information Consultant
Editor, Marketing Library Services

Matthew J. Simon, Chief Librarian
Queens College, City University of New York

2:45 **CLOSING REMARKS**

Thomas T. Surprenant, Director
Graduate School of Library and Information Studies
Queens College, City University of New York

3:00 **TOURS OF THE LIBRARY**

4:00 **RECEPTION AND EXHIBITION**
Queens College ART Center

Conference Coordinators:

Suzanna Simor, Art Library, Queens College (ARLIS/NY)
Sandra Kitt, Richard S. Perkin Library, American Museum,
Hayden Planetarium (SLA/NY/MAHD)

TABLE OF CONTENTS

Introduction i

Conference Program ii

The Bibliography:

Philosophical/Theoretical Background 1

Practical Applications--"How-To" 7

John Cotton Dana Library Public Relations Awards 14

Marketing the New Technologies 16

Bibliographies 18

Library Marketing Newsletters 19

Author Index 20

Addendum 24

PHILOSOPHICAL/THEORETICAL BACKGROUND

Andreasen, Alan R. "Advancing Library Marketing." Journal of Library Administration, 1 (Fall, 1980), 17-32.

Andreasen suggests ways to improve the application of marketing concepts to the library/information arena. He recommends that libraries eliminate the misapplications of: (1) confusion of marketing with selling, (2) excessive use of the one-best program strategy, and (3) the use of antiquated attitude definitions. He further suggests upgrading statistical techniques and using advances made in segmentation research, recommending the introduction of many new marketing concepts.

Austin, Vicki. "Public Relations for the Special Library: Promoting Your Library Within the Organization." Australian Special Libraries News, 18 (June, 1985) pp. 49-50.

This analysis of what public relations can do for special libraries covers four main areas: why special libraries need to promote and market themselves; what PR can and cannot do; services offered by Eric White Associates, a public relations firm in Sydney, Australia; and practical hints on using PR.

Carroll, Daniel. "Library Marketing: Old and New Truths." Wilson Library Bulletin, 57 (November, 1982), pp. 212-216.

Carroll discusses the use of marketing by not-for-profit agencies, focusing on its role in libraries. He reveals ten truths relevant to library marketing at present and in the future which deal with programs and services, marketing professionals, users' needs and concerns, and library budgets.

Caswell, Lucy S. "Building a Strategy for Academic Library Exhibits." College & Research Libraries News, 46 (April, 1985), pp. 165-166, 168.

The term "exhibition" here refers to displays of a significant number of items organized in such a way as to convey information to the viewer. The purposes of academic library exhibitions are primarily education, followed by increased use of the library, public relations, and collection development. Exhibitions may be used as library instruction tools. Caswell examines the contributions of such exhibition programs to the academic community.

Ford, Vikki. "PR: The State of Public Relations in Academic Libraries." College & Research Libraries, 46 (September, 1985), pp. 395-401.

Following a brief overview of the state of public relations efforts in academic libraries at the time of writing, Ford concludes from the results of a survey on the use and effectiveness of public relations programs that PR is regarded as important and can be effective in helping academic libraries to reach targeted audiences.

Gallimore, Alec. "Marketing a Public Sector Business Library: Developing a Strategy." Journal of Librarianship, 20 (October, 1988), pp. 235-254.

The article provides a model for the development of a marketing strategy in a public sector business library and includes a stage-by-stage analysis of the model, with particular reference to the strategy employed by Manchester Commercial Library, one of the main public sector business libraries in Great Britain. The model is a suitable basis for developing a marketing strategy for any library.

Hoffman, Elizabeth P. "The Art of Public Relations." School Media Quarterly, 9 (Fall, 1980), pp. 31-35.

In order to conduct a good public relations program for a school library media center, certain characteristics are essential. These are described. The author also discusses negative views of libraries and librarians and offers strategies to enhance the school library media center image.

Keeler, Elizabeth. "Mainstreaming the New Library." Special Libraries, 73 (October, 1982), pp. 260-265.

This discussion of methods of integrating the corporate library into the mainstream of affairs highlights three major elements of the process: marketing, production, and advertising. Keeler highlights professionalism and the information seeking behavior of clients.

Kelly Rummel, Kathleen, and Esther Perica, Editors. Persuasive Public Relations for Libraries. (Chicago: American Library Association. 1983).

This book presents a selection of articles about effective library public relations written by leading public relations practitioners. Papers included discuss the aims of public relations, PR for public libraries, media centers, school libraries and young adult services, skills needed for public relations, and examples of special public relations efforts.

Kies, Cosette. Marketing and Public Relations for Libraries. (Metuchen, NJ: Scarecrow Press, 1987).

This book provides an introduction to the broad concept of marketing and the narrower one of public relations. It is a primer for understanding the basic philosophy of information marketing and assists the reader in developing a marketing plan.

Kinnell, Margaret, Editor. Planned Public Relations for Libraries. (Los Angeles: Taylor Graham, 1990).

The operation of successful library services relies heavily on the effective application of public relations skills and the careful planning of PR strategy....Using case studies where appropriate, and seeking a balance between the practical and theoretical, this handbook brings together a group of experts to provide a clear and highly informative statement of the essential features of effective public relations for libraries. (Adv.)

Kotler, Philip, and Sidney J. Levy. "Broadening the Concept of Marketing." Journal of Marketing, 33 (January, 1969), pp. 10-15.

This is an innovative article which recognizes the need for marketing nonprofit organizations. It offers a discussion of nine useful concepts in marketing: defining the product, defining the target group, differentiating the product and communications; analyzing customers; using elements of strength to appeal to specific groups; using multiple marketing tools, coordinating marketing efforts; obtaining feedback from customers; and reexamining the marketing program through a periodic audit.

_____. Marketing for Nonprofit Organizations. (Englewood Cliffs, NJ: Prentice-Hall, 1975).

_____. Marketing for Nonprofit Organizations. 2nd Edition. (Englewood Cliffs, NJ: Prentice-Hall, 1982).

_____, and Alan R. Andreasen. Strategic Marketing for Nonprofit Organizations. 3rd Edition. (Englewood Cliffs, NJ: Prentice-Hall, 1987).

The first edition of this book is now considered the basic tool for studying how marketing concepts could be applied by the information professional. Updated by the second edition, and substantially restructured in the third due to the "maturing of the field of nonprofit marketing."

Manley, Will. "Facing the Public." Wilson Library Bulletin, 59 (January, 1985), pp. 334-335.

It is regrettable that not only do the few big libraries that have public relations budgets often squander their money on attempts to produce low budget television advertising, but that they should be wasting money on advertising at all in that it is inappropriate for public libraries and generates very bad public relations. Manley maintains that commercials are made to sell and that public libraries should not be selling but rather, any available money should be spent on the library services themselves.

McLaren, M. Bruce. "Profile of New Mexico Military Institute's Toles Learning Center: Marketing the LRC Into the Twenty-First Century." Community & Junior College Libraries, 5 (1987), pp. 31-43.

New Mexico Military Institute, a state-supported combined high school/junior college, recently opened its Toles Learning Center, a unique state of the art facility, which has been designed to fit into a traditional campus setting. McLaren describes the marketing strategies employed by the NMMI's learning center which have proven effective for them and examines the concept of marketing learning resource centers.

McNerney, Mary Eileen. "The School Librarian and Public Relations: Showing That You Care." Catholic Library World, 50 (March, 1979), pp. 334-335.

The Catholic school library, as an integral part of the whole school, must see its role in the total public relations effort of the school. Its efforts should be directed at the public as well as at other school personnel.

Norton, Alice. "Library Public Relations: New Opportunities in a Growing Field." Library Trends, 32 (Winter, 1984), pp. 291-302.

This is a brief overview of the beginnings of public relations and a discussion of four major trends in library PR. These include increased library cooperation, recruitment of PR specialists for library staffs, adoption of marketing practices, and the use of consultants and outside firms. The author describes career opportunities within the library profession as well as in other industries or agencies.

Rummel, Kathleen Kelly, and Esther Perica. Persuasive Public Relations for Libraries. (Chicago: American Library Association, 1983).

This book, produced by members of the Public Relations Section of the ALA/Library Administration and Management Association, is a "potpourri" of articles about effective library public relations. It includes many materials and ideas contributed by leading public relations specialists in libraries. Part One covers "Aims of Public Relations;" Part Two discusses "Some Special Audiences;" Part Three deals with "Skills for Public Relations;" and Part Four enumerates "Some Special Resources."

Shapiro, Stanley J. "Marketing and the Information Professional: Odd Couple or Meaningful Relationship?" Special Libraries, 71 (November, 1980), pp. 469-474.

Marketing is an attitude, an approach, and a set of tools, techniques, and concepts that can be applied to the professional development of librarians.

Shillinglaw, N. "Public Relations and Museum Libraries." Mousaion, 4 (1986), pp. 77-84.

Public relations is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public resulting in goodwill towards the organization. Shillinglaw discusses, in the museum library context, the creation of mutual understanding as a process of shaping the user's understanding of the library, and creating positive attitudes towards it. Mutual understanding requires that the museum staff--research workers and officials--develop an understanding of the public. To adequately serve the research workers, librarians must identify with the research aims of their scientist clients and understand their methods and information needs.

Skrede, Karl. "The Local Library: Challenges and Strategies for the Future." Scandinavian Public Library Quarterly, 21 (1988), pp. 25-28.

This is a revised and translated version of an article that appeared in Bok og Bibliotek, (1-2), 1988. It is necessary to plan strategies for libraries within the context of the social challenges with which society will be faced, such as a higher level of education among the population, technological innovations, increased leisure time, and a larger aging population. There are two strategies--the product development strategy and the sales and marketing strategy--suggesting that a proportional mixture of these strategies might be the answer for local libraries.

Tucci, Valeria K. "Information Marketing for Libraries." Annual Review of Information Science and Technology, 23 (1988), pp. 59-82.

The author reviews the application of the marketing process to information or information marketing. Her paper is divided into segments consisting of (1) a general overview of the state of the art, and (2) a chronological review of the literature of the past decade. She divides her review of the decade into three parts--" the Late 1970s"--Preparing the Ground", the Early 1980s--Planting the Seeds", and "the Mid-1980s--Growing the Crop, but concludes that a section on "the Late 1980s--Harvesting the Crop" is not yet indicated, i. e., the marketing process applied to information management still has a long way to go. A four-page bibliography on the topic concludes the chapter.

Webb, Sylvia P. "What's So Special About a Special Librarian?" ASLIB Proceedings, 37 (September, 1985), pp. 341-344.

The library or information service in a business organization has to justify its existence along with all other departments which make up the company. The author discusses the personal qualities and skills required by the librarian, how they may be acquired and what they contribute toward the service. Interpersonal and communications skills are vital to the business librarian. Webb also examines the practical considerations of the public relations function for the business librarian, stressing the need for continuing education of librarians particularly with the present rapid developments in the field of information technology.

Wood, Elizabeth J., with Victoria L. Young. Strategic Marketing for Libraries: A Handbook. (Westport, CT: Greenwood Press, 1988).

This publication synthesizes the work of leading writers in the fields of marketing and planning and in the subfields of library marketing and library planning. Original contributions cover marketing concepts such as "the four P's" of a marketing campaign, the proper "marketing mix," and the importance of "target marketing."

_____. "Strategic Planning and the Marketing Process: Library Applications." Journal of Academic Librarianship, 9 (March, 1983), pp. 15-20.

Basic principles of marketing and strategic market planning can be applied to libraries. Wood discusses some concepts of strategic planning (organization mission, objectives and goals, growth strategy, program portfolio plan) and marketing (opportunity analysis, target market selection, marketing mix strategy, marketing systems development).

Zachert, Martha Jane, and Robert V. Williams. "Marketing Measures for Information Services." Special Libraries, 77 (Spring, 1986), pp. 61-70.

The authors advocate the application of the marketing process to special libraries. They emphasize that no organization, even a special library, can be successful by treating the entire marketplace. They must learn to segment, and then target, their markets.

PRACTICAL APPLICATIONS--"HOW-TO"

Allison, Mary L. "Foreign Language Week--Celebrate It." Foreign Language Annals, 15 (December, 1982), pp. 423-428.

The author suggests activities to celebrate Foreign Language Week including public awareness exhibits, teacher involvement, food-related activities, sports, festivals and fairs, round tables and discussions, library involvement, planning and organizing techniques, and publicity efforts.

Edsall, Marian S. Practical PR for School Library Media Centers. (New York: Neal-Schuman, 1984).

There is a need for library public relations programs that respond to the specific needs of students, faculty, school administrations, school boards, parents and public library colleagues. This book provides numerous suggestions for specific activities, contests, fairs, political involvement in the school district, creative displays, writing press releases, and speaking to community groups.

Elkins, Penny E. "National Library Week Sugestions." College & Research Libraries News, 45 (March, 1984), pp. 122.

Public libraries no longer have a monopoly on National Library Week. Elkins describes how the Paul Meek Library, University of Tennessee at Martin, celebrated NLW in 1983 and plans for the library celebrations to be extended in 1984 to include greater involvement of students and faculty. She argues that full-time public relations make a solid foundation for a positive image of academic libraries and are a constant reminder that the library is the place to become more knowledgeable.

Fritts, Kathy. "Plan and Target: Assess and Measure: Public Relations Ideas That Work." Emergency Librarian, 14 (May-June, 1987), pp. 15-17.

The author discusses promotional aspects of school librarianship including setting goals, targeting an audience, assessing and measuring the service, communicating visually and verbally, and library programming.

Gothberg, Helen M. "The Image of the Community and Junior College Library." Community & Junior College Librarie, 2 (Winter, 1983), pp. 21-29.

Public relations can play a significant part in explaining the unique role of the community and junior college library and its value to the institution and the community. Gothberg describes the steps involved in developing a solid public relations image in a library setting. She emphasizes the importance of planning in determining the unique nature of a collection and services and how they fill a particular need. She describes the process of developing a logo which fits the library image in order to attract attention and lists basic points for consideration in internal communications. She also suggests several ways in which the learning resources center image may be communicated externally.

Henri, S. James. "Public Relations and the Planning of an Effective School Library Program." Riv Lib File, 4 (Autumn, 1983), pp. 33-39.

Effective school library program planning and good public relations should be inextricably linked. The article outlines important steps in establishing the PR program and identifies traps to be avoided. Public relations addressed to administrators are particularly important. Henri considers some key strategies in this connection.

Hooker, Fran. "Public Relations the Old-Fashioned Way: Newsletters." Wilson Library Bulletin, 60 (February, 1986), pp. 22-26.

The Public Bridge is a bi-monthly newsletter published by the Boulder Public Library in Colorado. Produced by volunteers, the newsletter addresses issues of interest to the public. The author discusses how it was set up, and describes plans for the future.

Keefe, Betty, Joie Taylor, and Marian Karpisek. "High Touch: PR: Practical Approaches to Public Relations." School Library Media Quarterly, 14 (Spring, 1986), pp. 128-130.

This article relates tried, tested, and successful public relations programs in use at school libray media centers. The writers discuss a four-step process for developing a suitable public relations program (research, planning, action, and evaluation) and programs that focus on communicating with school staff, administrators, parents and the community.

Keiser, Barbie, Carol K. Galvin, and Sharon LaRosa. Marketing Your Library Services: A Nuts-And Bolts Approach. (Medford, NJ: Learned Information, 1990).

This 150-page work-book will be distributed to attendees at the Seminar on Planning and Implementing a Marketing Program to be held at the 11th National Online Meeting, on April 30, 1990 in New York City. (The meeting will be held May 1-3, 1990). The work-book contains the text of the seminar, common pitfalls and practical tips, sample budgets, marketing plans and evaluation forms, do's and don'ts checklists and topical bibliographies. The principal focus of the handbook is upon the development and refinement of a strategic marketing plan....The manual is aimed at giving librarians a step-by-step approach to creating and implementing cost-effective marketing programs. (Brochure)

Kirby, John. Creating the Library Identity: A Manual of Design. (Brookfield, VT: Gower, 1985).

This book aims to provide a manual for librarians who have had little or no training in the development of an effective visual environment for the library's users. In addition to the examples in the text there are further illustrations on color microfiche which show how the ideas explained in the manual have been used in practice. A folder at the end of the book also contains examples of copyright-free artwork which can be used by librarians in their own schemes, either as they stand or with the addition of local data such as addresses, logos, etc. (Author)

Lee, Chang C. "News Release as a Way of External Communication in Libraries." Journal of Educational Media & Library Sciences, 26 (Autumn, 1988), pp. 30-40.

After defining the components of internal communication, Lee focuses attention on external communication, the main purpose of which is to establish good relationships with patrons. He lists the main channels of communication which are used in a library setting. With respect to the news release as a PR device, he discusses elements of news, describes writing library news for release, and considers public relations in libraries in general.

Manley, Will. "Facing the Public." Wilson Library Bulletin, 57 (June, 1983), pp. 846-847.

In order to encourage the public to use libraries, the librarian should not adopt an adversarial position vis-a-vis overdues and the collection of fines. The Scottsdale Public Library in Arizona has adopted a policy of treating readers as people, not victims, by the introduction of a Customer Services Department, which has improved relations between the library staff and the public. Their example should be emulated in libraries all over the country.

Meisel, Gloria B., and Rosanne Kalick. "Marketing Bibliographic Instruction Through Improved Communication." Community & Junior College Libraries, 2 (Spring, 1984), pp. 21-30.

The authors suggest ways that college librarians can improve communication about the need for and availability of bibliographic instruction programs with: (1) faculty, including new faculty, off-campus instructors, and counselors; (2) administrators; (3) peers; (4) support staff; and (5) students. They highlight communication techniques particularly useful for each group.

Munch, Janet Butler. "College Library Friends Groups in New York, New Jersey, and Connecticut." College & Research Libraries, 49 (September, 1988), pp. 442-447.

Friends of the Library groups are largely undocumented in the professional literature. This study, surveying activities of Friends' groups in the tri-state area of New York, New Jersey, and Connecticut, fills a gap in knowledge about these groups.

Mushonga, Stephen B. "Promotion and Publicity of Public Library Services." Zimbabwe Librarian, 19 (December, 1987), pp. 45-51.

The author provides ideas that public librarians might use to promote and publicize their libraries and services. As background to these ideas, he defines promotion, publicity, and public relations and outlines principles of promotion and publicity. He discusses the functions of the librarian in the role of promotional officer, and the necessary research, planning, communication and evaluation. PR ideas include examples of promotion, publicity, and activities for public libraries; use of calendars; community activities; public library week; special services for the handicapped; community information service; library user committees; bookmobile service; personal contact; and working with local media.

1983 Publicity Book: Ideas for National Library Week and All Year Long. (Chicago: American Library Association, 1983).

Sections in this book explain how to publicize a library generally and specifically during National Library Week in terms of the needs of school libraries, business and industrial libraries, academic libraries and special libraries. It includes samples of press releases, public service announcements, letters, and a directory of resources and their availability as well as examples of public relations exercises performed by libraries in the past.

Pitch, Judi. "Microform Awareness Through a Public Relations Campaign." Microform Review, 15 (Winter, 1986), pp. 28-30.

Training, displays, events, and publicity are some of the ideas suggested which may be used to bring about increased use of microforms in libraries.

Rogers, Keela. "The Media: Don't Hide Your Light Under the Library Bushel." CLIC Quarterly, 2 (March, 1983), pp. 35-37.

It is not enough for untrained library staff members to develop PR using small-market media such as the small-town newspaper and the local radio station to help promote local libraries. The library's Board of Trustees would ideally include a media specialist with the connections and the know-how who would have a plan in mind and would put together a package for a continuous public relations campaign. This package should include news of new appointments, gifts to the library, new library programs, publicity on fund-raising campaigns, and promotion of a weekly story hour for children at the library.

Schwartz, Diane G. "Bibliographic Instruction: A Public Relations Perspective." Medical Reference Services Quarterly, 3 (Summer, 1984), pp. 43-49.

Initiating a bibliographic instruction program, maintaining interest, and sustaining that interest over an extended period of time requires careful planning and thorough organization. A well run public relations effort can mean the difference between success and failure. Schwartz explores the public relations demands placed on health science librarians seeking to initiate, improve or expand a bibliographic instruction program. She defines public relations and analyzes the role of communications in the public relations process, discussing a variety of promotional techniques. Each is designed to facilitate long term user support for bibliographic instruction.

Sellen, Mary K. "Communications About the Library to the Public: A Full-Time Job." Catholic Library World, 56 (March, 1985), pp. 325-327.

During the Spring semester 1984, the Pennsylvania State University Behrend College had the opportunity to work with a communications major intern. The author describes how the intern was able to enhance the image of the library with the entire campus community through various established and newly developed communications channels.

Sherman, Steve. ABC's of Library Promotion. 2nd Edition. (Metuchen, NJ: Scarecrow Press, 1980).

Updating the references and services covered in the first edition of his book, the author offers suggestions for librarians who must adapt to the combination of the new information technologies and the increasing cutbacks in public support of libraries. Chapters include Developing the Library Image, Newspapers, Radio and Television, Films and Slides, Evaluating Your PR Program, Public Library Ideas, School Library Ideas, College and University Library Ideas.

"Special Issue." Fiji Library Association Bulletin, 9 (June, 1983).

This special issue devoted to library public relations in Fiji contains the following contributions: Linda Searcy Howard, "Library Public Relations in Fiji, pp. 3-10;" Kate Stacey, "Public Relations for School Libraries, pp. 15-16;" Elizabeth Reade, "Public Relations at the University of the South Pacific Library, pp. 17-24;" Fred Danes, "PR, the Secret to Successful Library: Nadi Town Council Library, pp. 25-29;" Makarita Sitiveni, "Suva City Friends of the Library Association, pp. 31-33;" Elizabeth Reade, "Fiji National Library Week as a Public Relations Tool, pp. 35-45;" Rosemary Cassidy, "Active Not Passive: Case Study of a P.R. Exercise in a Special Library, pp. 47-50; Dianna Madhavan, "Channels of Communication at the International Secondary School, pp. 51-52;" Melvyn D. Rainey, "Stella Maris School Library: From a Dream to a Reality, pp. 53-54."

Swan, James. "Fund-Raising for the Small Public Library." Wilson Library Bulletin, 63 (April, 1989), pp. 46-48.

Here are guidelines for planning fund raising events for small public libraries, with examples of activities that have been used successfully. Swan discusses areas that include the involvement of librarians and trustees as fund raisers; group discussion activities that encourage brainstorming; developing strategies based on community resources; and capital fund drive planning.

Usherwood, Bob. The Visible Library: Practical Public Relations for Public Librarians. (London: The Library Association, 1981).

"Public relations is an essential part of public library management. At both the national and local government level there is a growing realization of the need to promote public library services." This book is intended as a practical text, a "how-to", but it also contains explanations about "why you should." The author aims to fill the gap in the literature that exists between books of PR ideas and detailed studies on communication and persuasion techniques.

Vaughan, Elinor F. "PR: Priority for Community College Libraries." Community & Junior College Libraries, 5 (1987), pp. 81-91.

For community college learning resource center staffs, marketing always exists as a top priority. At the Stanly Technical College Library in North Carolina, the two main purposes of the public relations program are: to encourage the use of the library and media resources and to promote the importance of the college as a major community resource. The college's program includes updating library activities, listing current acquisitions, contributions to the student newspaper, and the most successful element, the monthly displays planned around specific themes.

Wendling, Kathy. "Porter PL Makes the Cable TV Connection." School Library Journal, 29 (April, 1983), pp. 19-22.

In September 1982, Porter Public Library, Westlake, Ohio, began a cooperative venture with the local cable station to produce children's programs. The author describes the production of two series of storytelling programs for school children and pre-school children respectively. She gives details of how the props and publicity were organized by the library and television company. She assesses community response to the programs and evaluates the cost effectiveness of the project, especially in terms of public relations.

Wenger, Denise A. "Table Topics: Taking Library Issues to the Public." Rural Libraries, 3 (Spring, 1983), pp. 59-61.

A series of kits called Table Topics were devised for use with librarians and friends groups to increase public knowledge and involvement with library issues and to foster creative problem-solving attitudes. The series cover censorship, library funding and the role of volunteers. A new series on literacy and public relations will be published in the future. Ordering details are included.

Wilkinson, Billy. "Academic Library Postcards." College & Research Libraries News, 49 (November, 1988), pp. 646-651.

This is the first of two articles devoted to academic library postcards which focuses on exterior views of library buildings from the pioneer era to today. Wilkinson reviews library postcard collections and their history, categorizes them, and explains their potential value in marketing the library and campus to prospective students and others.

Yates, Nigel. "Marketing the Record Office: New Directions in Archival Public Relations." Journal of the Society of Archivists, 9 (April, 1988), pp. 69-75.

While a revolution has taken place in the presentation of social and natural history, when it comes to the marketing of the record office, in terms of exhibitions and publications, very little has changed. Those choosing to become involved must have a coordinated and planned policy, but those who are half-hearted about promotion should keep out of it altogether. Yates enumerates and discusses the practical problems connected with both exhibitions and publications which need to be considered as part of the exercise of putting a promotional package together in his conference paper delivered to The Southwest Region of the Society of Archivists at the Welsh Folk Museum, St. Fagans, Cardiff.

JOHN COTTON DANA LIBRARY PUBLIC RELATIONS AWARD WINNERS

Eldridge, Jon. "BobCats, Infestation, and a New Library." College & Research Libraries News, 45 (July/August, 1984), pp. 336-338.

John Cotton Dana Library Public Relations awards are given to libraries with the best overall, year-long public relations campaign and to libraries running particularly successful individual campaigns (Special Awards). New York University's Bobst Library won a Special Award for its BobCat campaign designed to convey the philosophy behind the newly instituted user-friendly online Bobst catalog. The Albert Mann Library at Cornell University received a Special Award for its campaign to keep food and drink out of the building. The University of Texas Health Science Center at San Antonio Library won an award for an extensive year-long public relations campaign intended to introduce users to a new library building.

_____. "The Final Frontier." College & Research Libraries News, 48 (June, 1987), pp. 322-325.

North Texas State University and Northern Illinois University won special awards in the 1987 John Cotton Dana Library Public Relations Award contest. NTSU's "Tough Guys Fight Crime:" program generated user awareness about the high costs resulting from theft and the mutilation of library collections. NIU's well-managed, creative public relations campaign "In Search of Space" was designed to overcome disruptions associated with a major renovation project.

_____. "Library Earns High Marks." College & Research Libraries News, 47 (October, 1986), pp. 577-582.

The library promotional program undertaken by the Reeves Memorial Library at Seton Hill College in Greensburg, Pennsylvania won a special award in the ALA John Cotton Dana Library Public Relations Award contest. The project was organized by the librarian in conjunction with the art professor who directed graphic arts students to design bookmarks that would promote various aspects of library service. This was successfully achieved with a limited budget.

_____. "Managing a Library Publications Program." College & Research Libraries News, 46 (December, 1985), pp. 620-624.

The University of California Irving Library won a Special Award in the 1985 John Cotton Dana Library Public Relations Award contest for its unique and effective administration of a library publications program. The various aspects of the program described here include its distinct characteristics and the work of the Library's Task Force on Publications.

_____. "A New Gateway to Information: Special Library Wins PR Award." Special Libraries, 76 (Summer, 1985), pp. 193-197.

Few special libraries enter the annual John Cotton Dana Library Public Relations Award contest. Eldredge reviews contest procedures and offers suggestions on how special libraries can increase their chances for winning awards in the future.

_____. "A Special Public Relations Opportunity for Academic Libraries." College & Research Libraries News, 44 (June, 1983), pp. 188-190.

Eldredge describes the procedure for making the John Cotton Dana Public Relations Award and its history. Only four academic libraries entered in 1982 when the Gustavus Adolphus College Library, St. Peter, Minnesota, was one of the winners. He mentions awards won in different years by academic libraries and describes how projects are presented and what the Committee looks for in judging the contest.

Haeuser, Michael. "Promoting Innovative Management and Services." College & Research Libraries News, 49 (July/August, 1988), pp. 419-422.

Two academic libraries that used innovative promotional techniques to publicize their activities won Special Awards in the 1988 John Cotton Dana Library Public Relations Award contest. Haeuser describes how the McGoogan Library of Medicine at the University of Nebraska planned creatively and launched a program to elicit maximum acceptance of LEON, an automated library system, among its diverse constituencies and its staff. He describes how the University of Texas at Arlington organized the Friends of the University of Texas, Arlington, Libraries.

MARKETING THE NEW TECHNOLOGIES

Arnold, Stephen E., Linda Rosen. Managing the New Electronic Information Products. (Harrod's Creek, KY: Riverside Data, 1989).

The authors provide "a road map" to help prospective CD-ROM purchasers through all the stages of becoming informed buyers. The book's ten chapters include an explanation of why to buy CD-ROM and "how to develop a strategic information plan," critical management issues including placement in the information scheme and promotion to users; an outline of necessary hardware and software, the product arena which includes descriptions of three typical products, trial installation, cost justification, network myths and realities, and technology outlook.

Davis, H. Scott, and Marsha Miller. "Travelling LUIS: Promoting Online Catalog Dial-Access." Technical Services Quarterly, 5 (1988), pp. 27-41.

When Indiana State University's online catalog LUIS (Library User Information System) became publicly available, initial instruction efforts focused on in-library users. Next, attention was given to a new user group: dial-access users. At ISU, instruction librarians have produced a portable system billed as Travelling LUIS. At the request of an academic department or service unit, these librarians take the system to the department, conduct a dial-access session, and leave the system in the area for about a week, allowing staff the opportunity to experience dial-access. Travelling LUIS has proven effective as a public relations tool and as an instructional service.

Day, Joan M., and K. O'Donovan. "Online Education and Marketing: A Joint Approach." Education for Information, 6 (September, 1988), pp. 315-322.

The Departments of Librarianship and Information Studies of Newcastle-upon-Tyne University and of Newcastle-upon-Tyne Polytechnic engaged in a cooperative study with the University's Medical and Dental Library in which the library collected medical topics from clients as the basis for a realistic online search exercise for undergraduate students. Librarians used a questionnaire to collect client feedback to students on search results. The library gained increased publicity for its own online search service in return.

Lawrence, Gail H. "Libraries Can Learn From Banks." Library Journal, 108 (January 15, 1983), pp. 105-107.

Lawrence describes the experiences of banks introducing computerized services to the public to provide some idea of what libraries can expect when they introduce online systems to their clientele. She emphasizes the volume of use of Automated Teller Machines, types of users, and user acceptance.

Lockett, Barbara. "The Development of Information Services in Science and Technology Libraries--Planning Issues." IATUL Quarterly, 2 (December, 1988), pp. 197-204.

This paper presented at the International Association of Technological University Libraries Seminar held at the University of Chemical Engineering, Veszprem, Hungary, on the development of information services in science and technology libraries addresses the essential elements of planning in the implementation of new services programs in libraries; the development of a service proposal; a financial plan; a marketing strategy; and service evaluation criteria. Lockett presents examples of successful and unsuccessful attempts to implement technology in libraries.

Roose, Tina. "Persuading Your Board, Promoting Your Service." Library Journal, 112 (April 15, 1987), pp. 60-61.

To persuade administrators to begin online searching, it is necessary to convince them of the benefits to both the public and the library, e.g. the positive effect it has on public relations. Information obtained by the computer is considered by patrons to be more accurate and more complete. The best way to convince users and decision makers of the benefits of online searching is to conduct searches for them on subjects of personal interest.

Schmidt, Janet. "Outline for an Online Public Relations Program." Online, 2 (October, 1978), pp. 47-50.

The author suggests proven public relations strategies for winning management support for information programs and services, including seeking a higher level of visibility for the library/information center, implementing a current awareness program, and starting an orientation program for new employees. Appended is a questionnaire for obtaining user feedback and evaluation of existing services.

Wolinsky, Carol Baker. "Marketing Secondary Information Services: How and To Whom." Bulletin of the American Society for Information Science, 9 (April, 1983), pp. 8-13.

This discussion of the marketing of bibliographic databases focuses on defining the market, the purchasing process, and the purchase decision process for researchers, managers, and librarians. Wolinsky recommends the application of marketing concepts to the purchase of online information.

BIBLIOGRAPHIES

Norman, O. Gene. "Marketing Libraries and Information Services: An Annotated Guide to the Literature." Reference Services Review, 10 (Spring, 1982), 69-80.

This article traces the literature of marketing libraries and information services from 1970 to the present. It provides a short history of marketing libraries, mentions key background works, and includes sections on "Managing the Marketing Program", the "Literature of Promotion", and "Pricing Marketing" in the initial essay. The bibliography covers literature on marketing all types of libraries.

_____. "Marketing Library and Information Services: An Annotated Guide to Recent Trends and Developments." Reference Services Review, 17 (1989), pp. 43-64.

This article updates the author's previous guide to marketing libraries and information services cited above. The 1989 review covers literature on marketing public, academic, special and school libraries from 1982 to the present. It includes an annotated bibliography and the results of a survey of 20 libraries regarding their use of marketing techniques.

Wright, William F. "Information Management: A Bibliography." Special Libraries, 73 (October, 1982), 298-310.

This selective 72-item annotated bibliography presents references on information management, executive information needs, and marketing library services which were published in the late 1970's through 1982.

LIBRARY MARKETING NEWSLETTERS

Library Insights, Promotion & Programs/LIPP. 1976- . Bi-Monthly.
Published by Deja Vu, Box 431, LaGrange, IL 60525.
Editors: Ann Montgomery Tuggle and Dawn Heller.

Library PR News, Volume 1- , 1978 - . Bi-Monthly.
Published by Library Educational Institute, Inc., Rd. 1, Box 219, New Albany, PA 18833. Editor: Phillip J. Bradbury.

[Incorporates Tips from C.L.I.P/Coordinated Library Information Program]

MLS: Marketing Library Services. Volume 1- , 1987- . 8 Issues/Year.
Published by Riverside Data, Inc., P.O. Box 545, Sudbury, MA 01776.
Edited by Sharon LaRosa, P. O. Box 2286, Abington, MA 02351.

"The newsletter that helps you market your results."

Marketing Treasures. Bi-Monthly.
Published by Chris Olson & Associates, 857 Twin Harbor Drive, Arnold, MD 21012. Editor: Christine Olson.

Spotlight On Your Library. 1955- . Bi-Monthly.
Published by Dayton & Montgomery County Public Library, 215 East Third Street, Dayton, OH 45402. Editor: Mark Willis.

[Formerly: This Month In Your Library.]

AUTHOR INDEX

Allison, Mary L.	7
Andreasen, Alan R.	1, 3
Arnold, Stephen E.	16
Austin, Vicki	1
Bradbury, Phillip J.	19
Carroll, Daniel	1
Cassidy, Rosemary	12
Caswell, Lucy S.	1
Danes, Fred	12
Davis, H. Scott	16
Day, Joan M.	16
Edsall, Marian S.	7
Eldridge, Jon	14, 15
Elkins, Penny E.	7
Ford, Vikki	2
Fritts, Kathy	7
Gallimore, Alec	2
Galvin, Carol K.	9
Gothberg, Helen M.	8
Haeuser, Michael	15
Heller, Dawn	19
Henri, S. James	8
Hoffman, Elizabeth P.	2

Hooker, Fran 8
Howard, Linda Searcy 12
Kalick, Rosanne 10
Karpisek, Marian 8
Keefe, Betty 8
Keeler, Elizabeth 2
Keiser, Barbie 9
Kies, Cosette 3
Kinnell, Margaret 3
Kirby, John 9
Kotler, Philip 3
LaRosa, Sharon 9, 19
Lawrence, Gail H. 16
Lee, Chang C 9
Levy, Sidney J. 3
Lockett, Barbara 17
Madhavan, Dianna 12
Manley, Will 4, 9
McLaren, M. Bruce 4
McNerney, Mary Eileen 4
Meisel, Gloria B. 10
Miller, Marsha 16
Munch, Janet Butler 10
Mushonga, Stephen B. 10
Norman, O. Gene 18
Norton, Alice 4

O'Donovan, K. 16
Olson, Christine 19
Perica, Esther 2, 4
Pitch, Judi 10
Rainey, Melvyn D. 12
Reade, Elizabeth 12
Rogers, Keela 11
Roose, Tina 17
Rosen, Linda 16
Rummel, Kathleen Kelly 4
Schmidt, Janet 17
Schwartz, Diane G. 11
Sellen, Mary K. 11
Shapiro, Stanley J. 5
Sherman, Steve 11
Shillinglaw, N. 5
Sitiveni, Makarita 12
Skrede, Karl 5
Stacey, Kate 12
Swan, James 12
Taylor, Joie 8
Tucci, Valeria K. 5
Tuggle, Ann Montgomery 19
Usherwood, Bob 12
Vaughan, Elinor F. 12
Webb, Sylvia P. 6

Wendling, Kathy 13

Wenger, Denise A. 13

Wilkinson, Billy 13

Williams, Robert V. 6

Willis, Mark 19

Wolinsky, Carol Baker 17

Wood, Elizabeth J. 6

Wright, William F. 18

Yates, Nigel 13

Young, Victoria L. 6

Zachert, Martha Jane 6

ADDENDUM

Here are some additional works noted after completion of the bibliography manuscript.

PHILOSOPHICAL/THEORETICAL BACKGROUND:

Roberts, Anne F., and Susan Griswold Blandy. Public Relations for Librarians. (Englewood, Co: Libraries Unlimited, 1989)

HOW-TO:

Baeckler, Virginia Van Wynen. Sparkle! PR for Library Staff. (Hopewell, NJ: Sources, 1980).

Garvey, Mona. Library Public Relations: A Practical Handbook. (New York: Wilson, 1980).

Kohn, Rita, and Krysta Tepper. You Can Do It: A PR Skills Manual for Librarians. (Metuchen, NJ: Scarecrow Press, 1981).

JOHN COTTON DANA LIBRARY PUBLIC RELATIONS AWARD WINNERS:

Berry, John W., and Beverly J. Bagan. Great Library Promotion Ideas III: JCD Library Public Relations Award Winners and Notables 1986. (Chicago: American Library Association, 1987).

Eastman, Ann Heidbreder, and Evelyn Shaevel. Great Library Promotion Ideas II: JCD Library Public Relations Award Winners and Notables 1985. (Chicago: American Library Association, 1986).